

Eat Smart. Play Hard.™ : Plug Into the Power



**Nutrition Connections:
People, Programs and Science
February 24-26, 2003**



Eat Smart. Play Hard.™ Web Site

Increasing Access to Nutrition and Physical Activity Resources



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Nutritionist

Office of Analysis, Nutrition and Evaluation

February 24-26, 2003



Food and Nutrition Service

Eat Smart. Play Hard.™

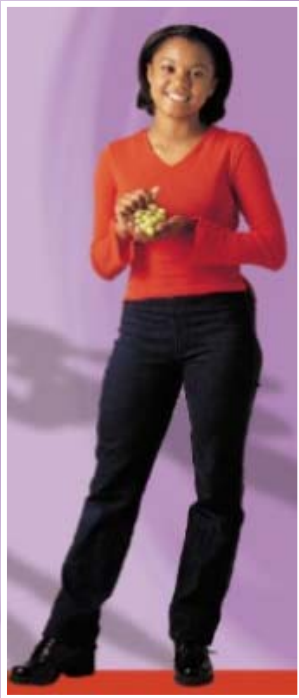
Eat Smart. Play Hard.™

Web Site



Designed to provide schools, health workers, and other personnel at state and local levels an array of resources to promote healthy eating and activity to both youth and parents.

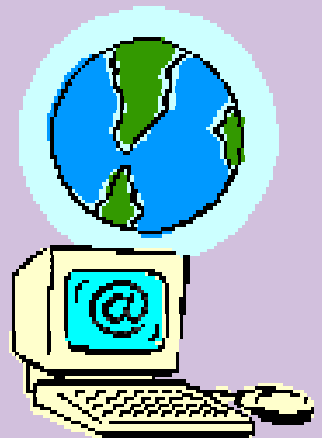
Why Create A Web Site?



Effective technology-based communication tool

Increases access to resources

Increases use of materials



! What's It
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! EAT SMART.
PLAY HARD.™
Collection

! Power Panther
Zone



EAT SMART. PLAY HARD.™



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What's It All About?

*This site was designed especially to meet the needs of state and local program cooperators and to make the resources of the Eat Smart. Play Hard.™ Campaign readily available for your use.

Campaign Overview

Eat Smart. Play Hard.™ is about making America's children healthier. It's about practical suggestions that will help you motivate children and their caregivers to eat healthy and be active. The Eat Smart. Play Hard.™ Campaign messages and materials are fun for children and informative for caregivers. To make your job easier, we have kid-tested the messages and based them on the Food Guide Pyramid and Dietary Guidelines for Americans. For more information, click on the Campaign Overview.



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● Campaign Overview
(click to download PDF)



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What's It All About?

Get Involved

Use Eat Smart. Play Hard.™ in your nutrition education activities. Check out these ideas for using Eat Smart. Play Hard.™ messages and materials in your everyday nutrition education efforts. They work well in all of the nutrition assistance programs – Food Stamp, WIC, Child Nutrition, and Food Distribution.



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Drop-in Articles

Do you need an article for your newsletter or local newspaper? These drop-in articles make it easy for you to tell others about Eat Smart. Play Hard.™ Add a local flare by adding information and pictures from local and State activities that include Eat Smart. Play Hard.™ and/or Power Panther™. Remember, the more people who hear your message, the more effective you can be in motivating people to make healthy lifestyle choices.



● **Drop-in Article 1**
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● **Drop-in Article 2**
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Partners

Learn what organizations like the American School Food Service Association, the National WIC Association, and others say about Eat Smart. Play Hard.™ Build collaborations with the local affiliates of these organizations to work together in spreading the Eat Smart. Play Hard.™ messages.



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• **Tattoo**



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• Activity Sheet 1 - Back
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• Activity Sheet 2 - Front
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Brochures



• **Make Family Time an Active Time**
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• **Grab Quick and Easy Snacks**
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• **Balance Your Day With Food and Play**
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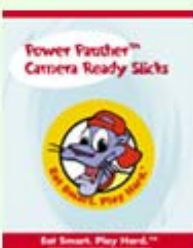
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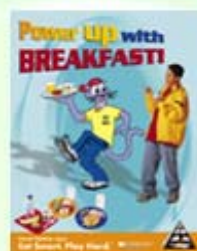
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Posters



- **Balance your day with Food and Play**
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- **Power Up with Breakfast**
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- **Grab Quick and EasySnacks**
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- **Move More. Sit Less.**
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- **Be a Role Model**
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- **Make Family Time an Active Time**
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• **Power Panther
Eating Grapes**
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• **Power Panther
Kicking Soccer Ball**
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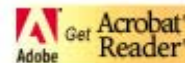
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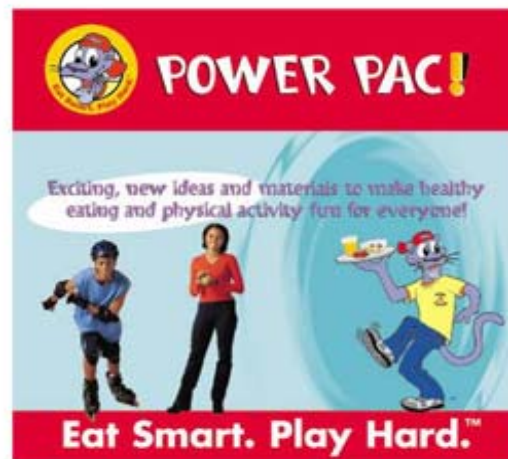
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Hello!

I'm **Power Panther**.™ the spokescharacter for the Food and Nutrition™ Service's **Eat Smart. Play Hard.**™ campaign.

I love my new job because I get to travel all across the country to talk to kids, like you, about how important it is to eat smart and play hard.



One of my favorite activities is walking, running, or biking most days of the week. I cover 20 miles a day.

I am proud to say that I am very fast and physically fit. I can jump as high and as long as a tractor-trailer and I can climb the tallest trees when I need to. I'm also a great swimmer and hiker.

I play hard everyday! Because I'm so active, I need to keep my energy level up. So I eat smart and use the Food Guide Pyramid as a guide. One of my secrets is keeping a variety of fruits, vegetables and whole grain foods handy. They make great snacks and fuel me up for things I like to do.

I hope boys and girls everywhere will make healthy food choices like me!

Power Panther



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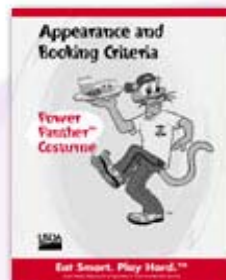
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Costume



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Program Activities and Events

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-- PRESS RELEASE --

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In the Future...



- Kids web page under development
- New materials coming soon

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www.fns.usda.gov/eatsmartplayhard

